

## **CLAIMS**

What is claimed is:

1. An automatic agency marketing method, said method comprising the steps of:

5       transmitting a product order message of a 1<sup>st</sup> consumer from said 1<sup>st</sup> consumer to a server by internet, wherein said product can be transmitted by internet;

          encoding a 1<sup>st</sup> agency identification information of said 1<sup>st</sup> consumer's product sales qualification and said product  
10       wanted by said 1<sup>st</sup> consumer to a 1<sup>st</sup> electric file by said server according to said order message, transmitting said 1<sup>st</sup> electric file to said 1<sup>st</sup> consumer and building up an information representing said 1<sup>st</sup> consumer's sales qualification in said server;

15       transmitting said 1<sup>st</sup> electric file obtained from said 1<sup>st</sup> consumer and said order information of product of a 2<sup>nd</sup> consumer to said server by internet for buying said product; and

          encoding a 2<sup>nd</sup> agency identification information of said  
20       2<sup>nd</sup> consumer's product sales qualification and said product wanted by said 2<sup>nd</sup> consumer to a 2<sup>nd</sup> electric file by said server, transmitting said 2<sup>nd</sup> electric file to said 2<sup>nd</sup> consumer, building up an information representing said 2<sup>nd</sup> consumer's sales qualification in said server, and identifying  
25       said 1<sup>st</sup> agency identification information from said 1<sup>st</sup> electric file.

2. The method according to claim 1, wherein said product  
needed for encoding said 2<sup>nd</sup> electric file can be taken out  
30       from said server or said 1<sup>st</sup> electric file.

3. The method according to claim 1, wherein said 1<sup>st</sup> electric file can be decoded by said 1<sup>st</sup> consumer to take out said product.

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4. The method according to claim 1, wherein said 2<sup>nd</sup> electric file can be decoded by said 2<sup>nd</sup> consumer to take out said product.

10 5. The method according to claim 1, further comprising the step of assigning the sales profits to said 1<sup>st</sup> consumer who has said 1<sup>st</sup> agency identification information after identifying said 1<sup>st</sup> agency identification information from said 1<sup>st</sup> electric file.

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6. An automatic agency marketing method, said method comprising the steps of:

20 transmitting a registration information of member application from a consumer to a server of product supplier by internet;

25 assigning and transmitting a member identification information representing a membership qualification to said consumer by said server according to said registration information, and building up said consumer's membership information in said server, wherein said consumer who has said member identification information is called a 1<sup>st</sup> member;

transmitting a product order message of said member from said member to said server by internet; and

30 transmitting said product which said member wants to

buy and also said agency identification information representing product sales qualification to said member by said product supplier according to said order information, and building up an information representing said member's sales qualification in said server.

7. An automatic agency marketing system, said system comprising:

a database used to save at least one item of product information.;

a processor coupled with said database, wherein said processor is used to execute following items comprising:

receiving a 1<sup>st</sup> registration information of member application transmitted from the 1<sup>st</sup> consumer by internet;

assigning and transmitting a 1<sup>st</sup> member identification information representing a membership qualification to said 1<sup>st</sup> consumer according to said 1<sup>st</sup> registration information, and building up a 1<sup>st</sup> consumer's membership information in said database, said 1<sup>st</sup> consumer who has said 1<sup>st</sup> member identification information is called a 1<sup>st</sup> member;

receiving a 1<sup>st</sup> product order message transmitted from said 1<sup>st</sup> member by internet, wherein said product can be transmitted by internet;

generating a 1<sup>st</sup> agency identification information of said 1<sup>st</sup> member's product sales qualification according to said 1<sup>st</sup> product order message;

encoding said 1<sup>st</sup> agency identification information and said product taken out from said database to a 1<sup>st</sup> electric file and transmitting said 1<sup>st</sup> electric file to said 1<sup>st</sup> member, said 1<sup>st</sup> electric file can be decoded by said 1<sup>st</sup> member to

take out said product;

receiving a 2<sup>nd</sup> registration information of member application transmitted from the 2<sup>nd</sup> consumer by internet;

5 assigning and transmitting a 2<sup>nd</sup> member identification information representing a membership qualification to said 2<sup>nd</sup> consumer according to said 2<sup>nd</sup> registration information, and building up a 2<sup>nd</sup> consumer's membership information in said database, said 2<sup>nd</sup> consumer who has said 2<sup>nd</sup> member identification information is called a 2<sup>nd</sup> member;

10 receiving said 1<sup>st</sup> electric file and a 2<sup>nd</sup> product order message transmitted from said 2<sup>nd</sup> member by internet, wherein said 1<sup>st</sup> electric file transmitted from said 2<sup>nd</sup> member is acquired from said 1<sup>st</sup> member;

15 generating a 2<sup>nd</sup> agency identification information of said 2<sup>nd</sup> member's product sales qualification according to said 2<sup>nd</sup> product order message;

decoding said 1<sup>st</sup> electric file in order to take out said 1<sup>st</sup> agency identification information; and

20 encoding said 2<sup>nd</sup> agency identification information and said product to the 2<sup>nd</sup> electric file and transmitting said 2<sup>nd</sup> electric file to said 2<sup>nd</sup> consumer, said 2<sup>nd</sup> electric file can be decoded by said 2<sup>nd</sup> consumer to take out said product.

25 8. The system according to claim 7, wherein said 1<sup>st</sup> electric file can be decoded by said 1<sup>st</sup> member to take out said product.

30 9. The system according to claim 7, wherein said 2<sup>nd</sup> electric file can be decoded by said 2<sup>nd</sup> member to take out said

product.

10. The system according to claim 7, wherein said product  
needed for encoding said 2<sup>nd</sup> electric file can be taken out  
5 from said database or said 1<sup>st</sup> electric file.

11. The system according to claim 7, wherein said database  
comprising:

a member database used to save the member  
10 information including member identification information and  
sales identification information; and

a product database used to save at least one item of  
said product information.

12. The system according to claim 7, wherein said processor  
15 comprising:

an encoding module used to create member  
identification information of member qualification, agency  
identification information of product sales qualification, and  
20 to encode said agency identification information and said  
product to a electric file;

a decoding module used to decode said electric file to  
separate said agency identification information and said  
product.; and

25 an information analysis and management module  
coupled with said database, said encoding module and said  
decoding module, wherein said information analysis and  
management module is used to execute following items  
comprising:

30 transmitting information mutually with said consumer

by internet;

ordering said encoding module and said decoding module to process encoding and decoding, and reporting the results of said encoding and said decoding; and

5 saving or deleting an information of said database.

13. The system according to claim 7, wherein said processor further comprising execute the step of assigning a sales profits to said 1<sup>st</sup> consumer who has said 1<sup>st</sup> agency identification information after decoding said 1<sup>st</sup> electric file in order to take out said 1<sup>st</sup> agency identification information.

14. An automatic agency marketing system, said system comprising:

a database used to save at least one item of product information.;

a processor coupled with said database, used to execute following items comprising:

20 receiving a 1<sup>st</sup> product order message transmitted from a 1<sup>st</sup> consumer by internet;

generating a 1<sup>st</sup> agency identification information of said 1<sup>st</sup> consumer's product sales qualification according to said 1<sup>st</sup> product order message;

25 encoding said 1<sup>st</sup> agency identification information and said product taken out from said database to a 1<sup>st</sup> electric file and transmitting said 1<sup>st</sup> electric file to said 1<sup>st</sup> consumer.

30 15. The system according to claim 14, wherein said 1<sup>st</sup>

electric file can be decoded by said 1<sup>st</sup> consumer to take out said product.

16. The system according to claim 14, wherein said processor  
5 comprising:

an encoding module used to create agency identification information of product sales qualification and to encode said agency identification information and said product to a electric file;

10 a decoding module used to decode said electric file to separate said agency identification information and said product.; and

an information analysis and management module coupled with said database, said encoding module and said  
15 decoding module, wherein said information analysis and management module is used to execute following items comprising:

transmitting information mutually with said consumer by internet;

20 ordering said encoding module and said decoding module to process encoding and decoding, and reporting the results of said encoding and said decoding; and

saving or deleting an information of said database.

25 17. The system according to claim 14, wherein said processor further comprising execute following items:

receiving said 1<sup>st</sup> electric file and a 2<sup>nd</sup> product order message transmitted from said 2<sup>nd</sup> member by internet, wherein said 1<sup>st</sup> electric file transmitted from said 2<sup>nd</sup>  
30 member is acquired from said 1<sup>st</sup> member;

generating a 2<sup>nd</sup> agency identification information of  
said 2<sup>nd</sup> member's product sales qualification according to  
said 2<sup>nd</sup> product order message;

5 decoding said 1<sup>st</sup> electric file in order to take out said  
1<sup>st</sup> agency identification information; and

encoding said 2<sup>nd</sup> agency identification information  
and said product to a 2<sup>nd</sup> electric file and transmitting said  
2<sup>nd</sup> electric file to said 2<sup>nd</sup> consumer.

10 18. The system according to claim 17, wherein said 2<sup>nd</sup>  
electric file can be decoded by said 2<sup>nd</sup> consumer to take out  
said product.

15 19. The system according to claim 17, wherein said processor  
further comprising execute the step of assigning a sales  
profits to said 1<sup>st</sup> consumer who has said 1<sup>st</sup> agency  
identification information after decoding said 1<sup>st</sup> electric file  
in order to take out said 1<sup>st</sup> agency identification  
information.

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